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POTTERY & GLASS



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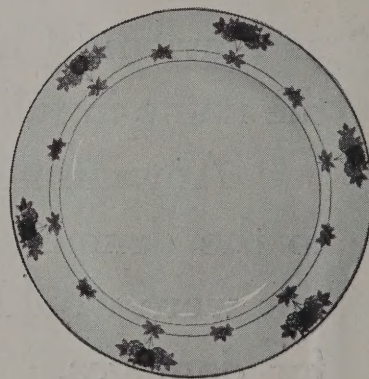
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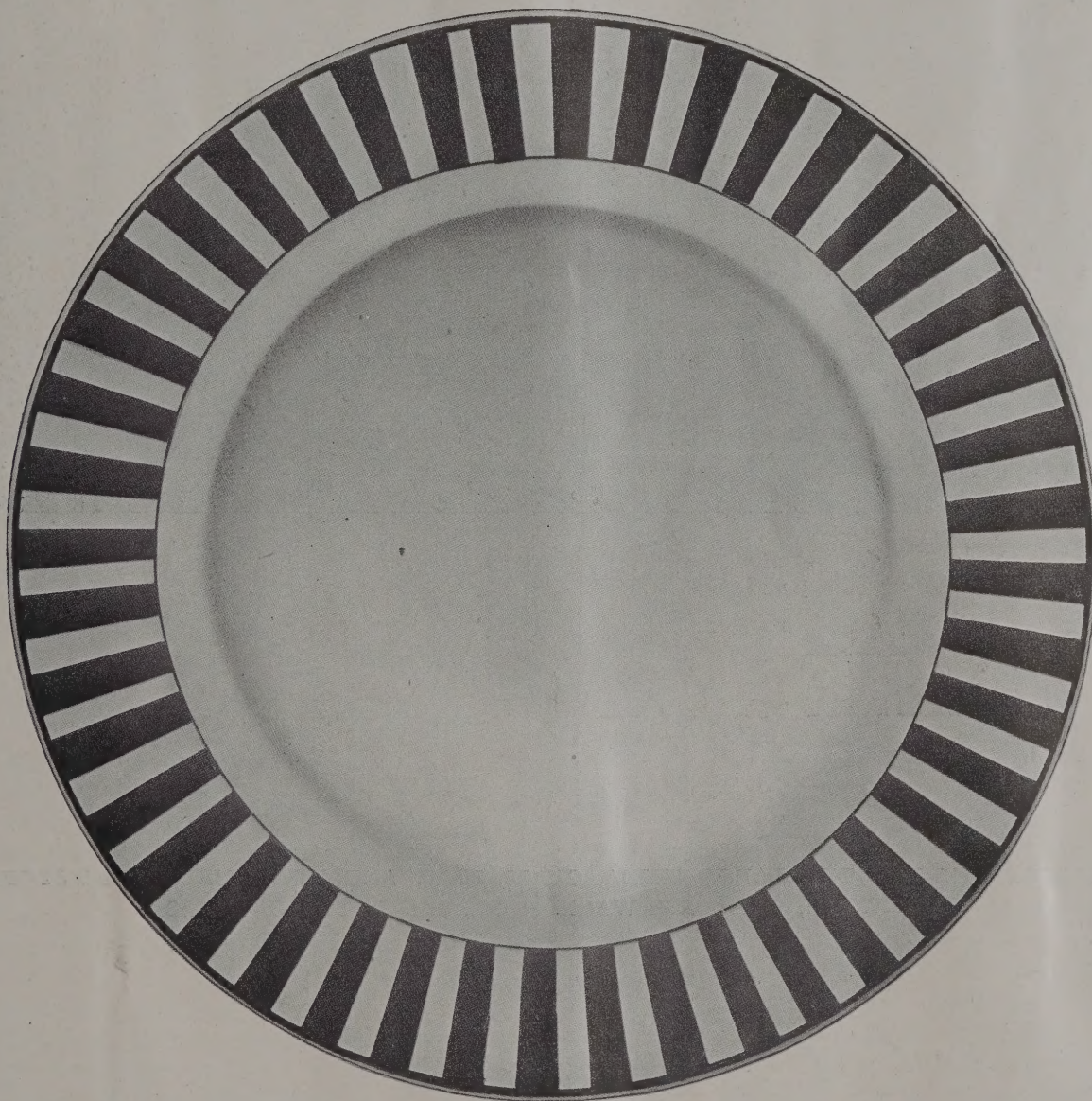
illustrated in the October Ladies' Home Journal. It is one of the most popular patterns of this durable, fine china.

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NEWTON, WELLER & WAGNER CO., SAN ANTONIO, TEXAS.

POTTERY & GLASS

VOLUME XIV. No. 5.

NEW YORK, MAY, 1915.

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Making a Feature of Summer Specialties

SPECIALTIES BRING BIG RETURNS. THE PUBLIC BUYS THEM BECAUSE THEY WANT THEM "THEN AND THERE" DURING A PARTICULAR SEASON. SUMMER WITH ITS FLOWERS, FRUITS AND SOCIAL GATHERINGS OFFERS AN UNLIMITED OPPORTUNITY FOR THE DEALER TO INCREASE HIS BUSINESS.

THERE is always a demand for "something special." People want to buy the new, the novel, and that which is timely. They do not care so much for staples—those things you keep year in and year out and sell regularly in even quantities, but on which you never seem to make large profit. As an interesting side remark let us quote the words of a produce jobber: "On sugar, my largest staple, I lose money, but I have to carry it to sell other goods." And the same is true in many other lines.

Everyone in business finds that the special things bring in the big money. The public only buys staple goods when it is forced to buy from necessity, but they buy specialties because they want them "then and there" during a particular vogue, during a season, during some anniversary or what not. And because of this demand which is more or less circumscribed by time, they are willing to pay prices much above the intrinsic value of the goods themselves.

The dealer, therefore, who neglects specialties is losing a large share of business that is rightfully his. And it is a share that can be gotten easily if gone after in the right manner.

Why not cast around you for opportunities in the specialty line?

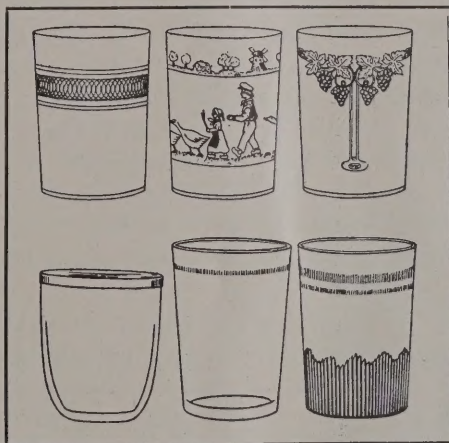
Just now the summer season is approaching and there are dozens of different ways in which you can feature timely specialties. There are earthenware flower vases, flower pots, ferneries, flower boxes, pedestals, fancy jardinières, and a number of other items of the same character, each one of which is a good seller when featured. The summer is the time for flowers and unless you start featuring a display of flower containers in your department, no one

in the neighborhood will think of using flower containers in a manner advantageous to your sales. You have got to do the suggesting, the thinking, the plotting, and the planning. You have got to instill the idea into the minds of your customers before they buy. You have got to show them how these articles can be used before you can make satisfactory sales. Of course it takes time—every phase of business takes time—but you will find that the results accruing from this plotting and planning on your part will more than pay you for your trouble. Think likewise of the multitudinous variety of jars and jellies and pickle tumblers and lemonade sets, water bottles, stone crocks, water coolers and iced tea sets, sodas, etc., which are big specialties during the summer months. And think likewise

how easy it is to display these goods, and to create an interest in them.

Speaking of arousing interest in summer specialties, here is the gist of a little story that was told to the writer some time ago by a prominent china buyer. This buyer was head of a very successful department and in the completeness and satisfaction of his soul he thought he had done every last thing to make it the best in the country. He arranged displays of seasonable goods and pushed his specialties right to the fore—as he thought. But one day he was made a principal actor in a little incident that completely changed his idea of fea-

tures and displays. In the corner of his department he had placed a small water cooler for the convenience of his customers. It was an item he kept constantly in stock and which was so well known to him—and, as he thought, to everybody else—that he did not label it with ticket or price tag. An elderly lady, however,



A good assortment of tumblers, from the cheap jelly glass to the thin, plain or decorated tumblers, is necessary in order to get the summer trade.

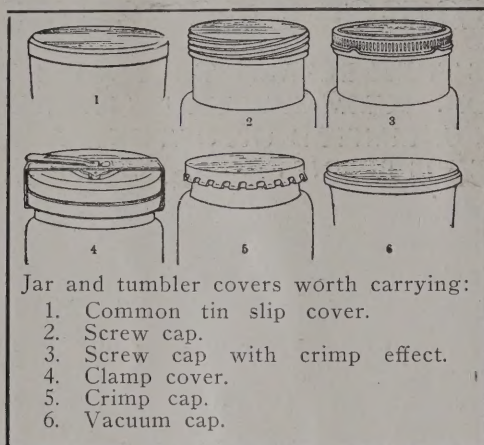
POTTERY AND GLASS

after taking a drink of water from it heard one of the clerks mentioning its price. She immediately turned and the following conversation took place:

"Is this water cooler for sale?" she asked the buyer.

"Why, certainly, madam," he replied, "we carry them constantly in stock and sell a great number of them."

"Indeed, is that so?" she said. "I have seen that cooler there a number of times but I was always under the impression that it was one of the fixtures of the store—something that I would have liked but which I thought I could not buy."



The result of this little incident was the sale of one cooler, and the buyer learned a lesson that "nothing should be taken for granted in selling goods." Even at best most people are timorous of asking prices or specifications or descriptions, and all this matter, therefore, should be clearly noted on the articles themselves.

There are several types of specialties which are worth much as pecuniary features at the present time. They are the individual jellies and preserving dishes of various sorts. These very handy little glass containers came into vogue not long ago through the activities of a number of the large hotels. Both resident and transient guests were asking constantly for preserves, jellies, and the like, in small individual dishes, and in order to meet this demand, the hotel managements commissioned the canning concerns to bring out a line of individual jellies, honies, preserves, etc., for this particular clientele. The idea immediately met with instant favor and the vogue spread all over the country. At the present time one can procure almost any sort of a delicacy in these individual glass containers—just enough for the needs of one meal.

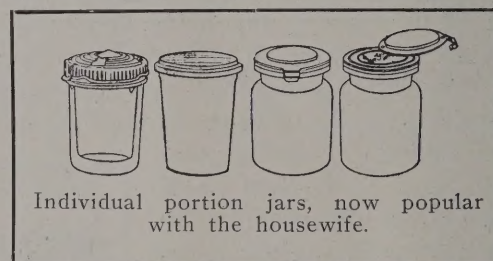
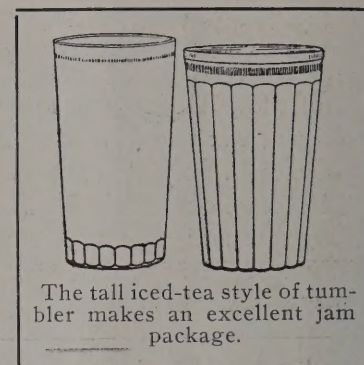
Now the obvious has happened—pri-

vate homes are taking up the fashion, and instead of preserving fruits and the like in large jars, they are putting them up in these small glasses. When they are served at the table the preserves, etc., are always fresh and the trouble of keeping

left-over portions is entirely done away with.

Now, the wide awake department manager can prepare a line of these small containers which he can feature as excellent specialties. He can call attention to their obvious advantages, and if he has any inventive ingenuity, he can have the glasses made in special shapes or forms to be in keeping with the goods they are to hold, or even designed to represent some historic or natural point of interest connected with his town. For instance, if the containers are to hold strawberries, he may have them blown in the form of a large strawberry and colored red; or if they are to hold honey, he may have them made in the form of a beehive. So many suggestions, in fact, present themselves that the wide-awake merchant can find in this one line enough to keep busy throughout the entire specialty season.

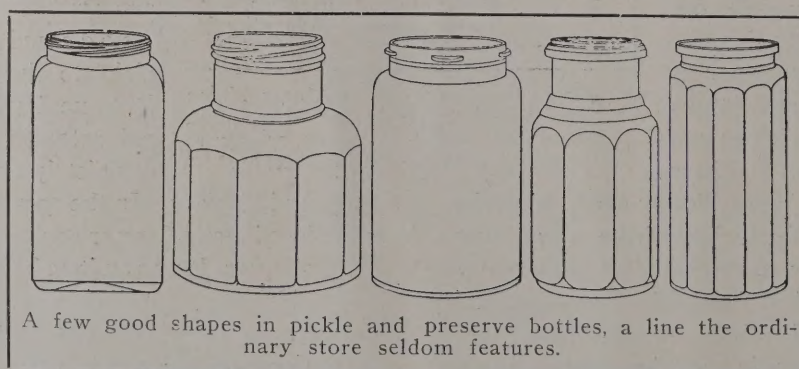
The gist of the specialty business is imagination. If



a man has enough of this excellent gift he can work out many ways to increase his business, and establish a trade that will stay with him year in and year out. The manufacturer is always glad to make up special forms or special shapes of any kind of glassware. Of course the price for these novelties will be high, but as previously stated, the public will be quite satisfied to pay the extra price asked, because of the timeliness of

the goods, or because of their peculiar novelty character, or because they are different.

POTTERY AND GLASS is in touch with retailers all over the country and will be glad to help you every way we can if you will tell us your wants.





No. 22—The ice-tea jugs of former years have been replaced in popularity this season by the teapot-shape container, which, together with the footed and handled glasses and cracker dish, form an exquisite gift. A number of designs in deep plate etchings are shown.

Taking a Profit From Seasonable Glassware

SPRING AND SUMMER BRINGS US BRIDES, FLOWERS, FRUIT, ETC., ALL OF WHICH OFFER THE RETAILER OF GLASSWARE SPLENDID OPPORTUNITIES TO MAKE HIS CASH REGISTER RING REPEATEDLY DURING THE HOT WEATHER

THE glassware harvest is about ready to be gathered in. Are you prepared to get your share? Look over the market thoroughly before saying "yes," for you are probably short on just the items the demand will be heaviest for later on.

Spring and Summer are the two seasons when glassware should move in quantities. And by glassware we mean every kind from the cheap jelly tumbler to the costly rock crystal berry set.

Spring brings us brides, flowers, and later on Summer beverages, fruits and vegetables. All have a close association with the glass business and mean big money to the dealer. Take for instance the first named, brides. In a city like New York three thousand weddings in June is below the average. That means three thousand new homes requiring glassware of every description. Say each invites but ten, an unusually small number, to the nuptials, that means thirty thousand people will be looking around for suitable wedding presents. And two-thirds of them will be glass, either cut or engraved. But whatever the total amount may be, it is certainly of important proportion, and to get a share of it is well worth every dealer's effort.

Prospective brides and grooms and their friends are in a respective frame of mind when the marriage period approaches. The former considering what articles they should buy and the latter what presents they should purchase. The dealer, therefore, has a sympathetic and listening ear to which he can make his appeal for business.

Next in importance to brides are the flowers Mother Earth sends up to sing her happiness. The ferns have gone from the table centre by now and with the other potted plants are taking on new life in a cool shady nook. This leaves a vacancy in the house that is best filled with a vase of cut flowers. A low bowl filled with a mass of flowers makes a lovely table decoration; wire frames are generally used, but the last word is the flower dish complete in glass, including the dome-shaped perforated cover. It is very ornamental, for even if the flowers are not massed closely, a glimpse of the glass frame does not mar the effect, but rather



No. 23—What is finer to grace the serving table than a grape juice or claret set? They come in a wide variety of shapes and etchings.

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adds to it when the crystal reflects a gleam of light, or a tint from the blossom.

Every dealer should show a variety of these flower bowls. Some exceptionally fine pieces are shown in cut glass this season. Another flower item for which the demand will be strong is the bud and single stem vases. These are already one of the season's most popular glass creations, and the great variety of styles and qualities offered enables the dealer to retail them to all classes of trade. Every department and shop in the Metropolitan district is featuring the single stem



No. 24—A set of cocktail glasses with an original design etched on a superior quality glass.

flower vase, the simplicity of the single bloom appealing strongly to the artistic temperament of the masses.

Pressed, blown and cut flower baskets are also popular articles in the East at the present time. The range for selection is wide, cut baskets wholesaling as low as 90 cents a dozen, small, to be sure, yet ideal for pansy blooms and violets.

Then the Spring and Summer months also bring us hot weather, and that is bound to cause a run on your jug, tumbler, and iced beverage sets. Now is the time to call your trade's attention to the comfort of a cooling drink on a hot day when properly served. The sanitary jugs and jars, short and stout, but just the thing to slide easily into your refrigerator, is also a good article to feature. Then there are lemonade sets, iced-tea sets, grape-juice sets, lemon squeezers, etc. All should move rapidly during the hot months. The iced-tea sets shown this season are entirely new and come in a score or more of pleasing designs. The jug has been replaced by a glass tea pot and handled glasses take the place of the tall tumbler.

For lemonade there are many sets on the market, a large roomy jug, either plain or cut glass, and glasses to match. When it is desirable to serve large quantities call your customer's attention to your line of punch bowls. They come in all qualities so it should be easy to meet her purse. A crystal dipper is an accessory that helps increase the sale price of the punch bowl. Then call her attention to the line of lemon squeezers. You should have all kinds, including the kind with the cone of sharp knife-like ridges attached to a perforated saucer, through which the juice drains

into a cup-shaped bottom. The perforations are too small for the seeds to pass through.

The novelty end of the Summer glass trade also offers many exceptionally good leads. If your town has a historic interest, is a resort of any kind, or just a plain manufacturing town, see what the souvenir glass manufacturer has to offer. Attractive specialties in decorated glassware, plain or in ruby, gold, opal or ivory can be had to fit your special needs. The syndicate stores are selling it in carload lots the country over, so why not you?

The housewife needs glass just the same as the newlyweds, the only difference between them being that the former knows exactly what she wants, when she wants it, and if you haven't the article your competitor may. Invariably at this time of the year you can interest her in glass tableware. Salad dishes sell well, so do berry dishes and nappies and if possible display them in a way that will attract her attention. The natural colorings of the fruit and vegetables add a touch of color to the plain expanse of white linen on the table and it gives you a better appetite, for it is a known fact that "the appetite is through the eye."

Sanitary tableware is also a strong feature with the housewife. She wants butter crocks of glass that will fit into her ice chest, covered dishes for the table, covered ice water jugs, or maybe its just one of the new trays for cut sugar, a long, narrow trough, footed, holding a dozen or so pieces of sugar. Somewhat like the sugar trays are the biscuit holders for square crackers. These are large and deep, the crackers being placed in them either with the corners up and down or squared up.

Lastly, but by no means of the least importance, is the jelly tumblers, pickle jars and preserving jars. In every locality a certain kind of jar is best known. If possible get that line in. Strawberries are among the first of the fruits that will be canned, so it behooves the dealer to be ready with a goodly supply of jars, caps and rubbers.

The greatest demand is generally in the farming and



No. 25—The refrigerator jug is essentially a summer staple. Slides in between the ice chest trays easily and saves annoyance. Do you carry them?

suburban districts, for every woman who lives in the country understands how to put up fruit and vegetables. Home preserves are generally put up in common

(Continued on page 22)

What Ware Are You Selling At a Loss?

A VITAL BUSINESS QUESTION THAT CALLS FOR A CONSTANT COMPARISON BETWEEN THE SALE PRICE OF AN ARTICLE AND THE COST PRICE IN ORDER TO DETERMINE WHICH ARTICLES TO PUSH, CURTAIL OR ELIMINATE

W. E. LANGDON, C. P. A., EFFICIENCY ENGINEER.

IT is of vital importance in managing a business successfully that the management should know which ware or orders are sold at a loss or at insufficient profit so that they can take steps to curtail the sale of these as much as possible or to increase the selling price.

On account of the very low prices that are prevailing on pottery it is necessary to analyze the cost of production sufficiently in detail so as to check the different items that make up the cost of production to see that they are as low as possible or should be.

This can be done by taking the government report booklet entitled "Cost of Production in the Pottery Industry" and checking your costs monthly against the cost of manufacture per 1,000 cubic feet of glost-kiln space fired for all establishments reporting data and for six representative establishments in the United States. All items of your costs that are shown to be high should be investigated to see if they can be reduced.

In the sales end of the business comparisons should constantly be made between the sales prices of an article and the cost price in order that the management may accurately know which articles to push, curtail or eliminate and on which to adjust prices.

For illustration, a pottery may be making some staple ware on which the market price is fixed and the cost on this ware was more than the sales price. In order to curtail the loss on this ware, the management should discontinue pushing this ware and push

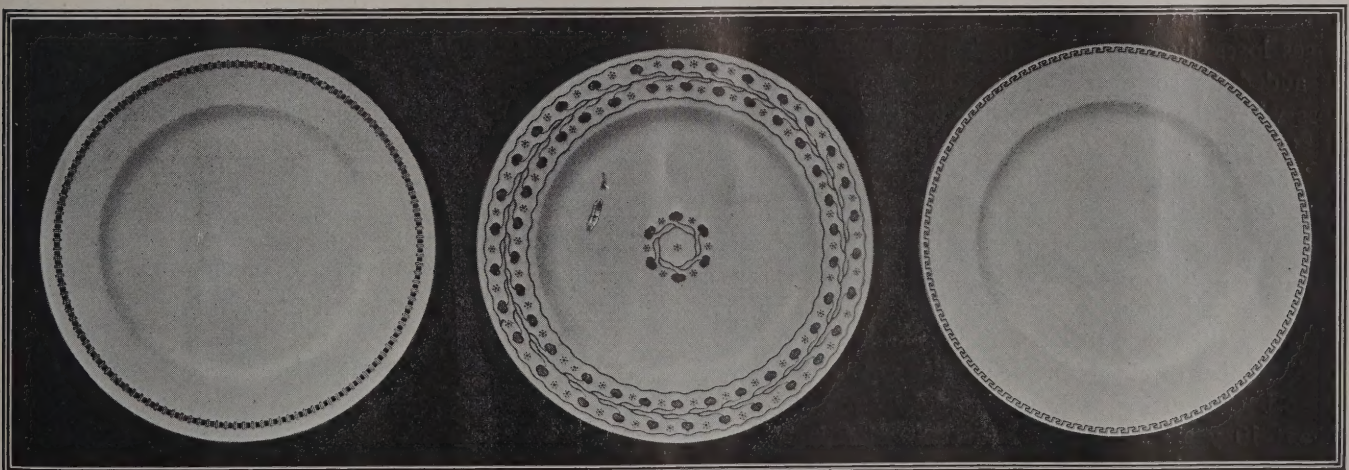
other ware that shows a profit. This policy has been followed very profitably in the glass industry, machinery, implements, etc., and by some potteries. If more potteries would follow this policy there would not be so many unreasonable prices made.

As the United States Government prohibits fixing the sales prices it has been found practical for manufacturers in various industries to co-operate with each other by avoiding making sales prices below their cost.

Unfortunately the majority of potteries do not have a cost system that will show the unit cost of various kinds of ware. Some potteries have been estimating their cost per dozen or per dinner set, by figuring a parallel discount off the English Pound Sterling List. This has resulted in estimating the cost too low on some articles and too high on others.

The sales manager of a large manufacturing company that does several million dollars' worth of business per year made this statement: "If your prices are too low, you are losing money and if too high losing orders." The operation of the sales department will not result in the maximum profits, unless they are carried on with a correct knowledge of manufacturing costs.

The pottery industry needs a "Standard List" based on the average actual cost per unit of ware from several representative potteries. I know of one pottery that has its own list and I understand from the management that it has been the source of great sav-



Black and white has struck the popular chord of the purchasing public in every line of decoration. It is everywhere—fabrics, furniture, clothes, wall papers are all black and white—so why not our dinnerware. The three plates we illustrate herewith are from the sample line of the Onondaga Pottery, Syracuse, and all three show just enough of the black to give the ware a distinctiveness no other color combination could do. It was the simple elegance of the patterns submitted and the known durability of Syracuse china that decided the management of the new "Castles-by-the-Sea," a summer resort to be conducted at Long Beach, L. I., by Vernon Castle, to select one of these new black and white patterns for their restaurant service. Black and white has come to stay. The New York department stores are featuring it in china, glass and lamps and report a steady sale.

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ing and has given a basis on which an intelligent analysis of costs can be made.

If a cost list was prepared showing the actual cost per unit including material, labor, overhead expense and selling expense of various shapes and sizes of white ware, it would be found that there is a wide variance on many articles between the actual cost and the cost obtained by deducting a parallel discount off the standard English list.

It would be very desirable to the pottery industry if this could be corrected and would certainly be a great help to potteries that have not already awakened to the fact that the cost of their product is a most important factor in their business conduct.

The modern system of obtaining unit cost of ware has been used very satisfactorily by our clients.

The cost principle consists of obtaining the cost per dozen of finished ware, which would include the factory cost and selling expense.

The factory cost would include body and glazing material, clay department labor, clay department overhead or factory expense, or indirect factory expense and kiln department cost, which would give the cost of plain white ware.

If the ware is decorated, to the cost of white ware would be added the decorating labor, decorating materials and decorating overhead or indirect expense.

To the cost of the decorated ware would be added the package, packing labor and packing overhead or indirect expense.

The proper apportionment of indirect factory expense, factory overhead expense and selling expense to the unit cost of the ware is where practically all potteries, glass companies and other manufacturing companies that do not have a modern cost accounting system have their difficulties.

When too much overhead or indirect factory expense is added on some articles, the company in many cases loses the prospective order, and when too little is added on some articles the other is secured at a loss when the management thought they were getting it at a profit.

The writer has specialized on this particular feature of cost keeping and has made it a practice of always apportioning the overhead or indirect factory expense to the various articles manufactured on a scientific and equitable basis, working out in each particular plant a plan that will fit the conditions there.

A number of clients in various lines of business that have been figuring their overhead by our system for about 10 years have found that the plan is reliable. These plants have been very successful and leaders in their line.

We have had numerous contracts with manufacturing companies to figure out a correct method for apportioning their overhead expense. One company told us that if we could furnish a proper method for

figuring their overhead expense that it would be worth to them all the cost of our services and if they received anything more they would be that much ahead.

Some potteries have hesitated putting in a cost system as they feared the cost to install and operate the system would amount to more than the saving.

If the cost system is made too elaborate there might be some question as to the net results, but if a simple system is followed and the system is not carried any further than necessary to get the information that will assist the management to locate leaks in profits that amount to more than the cost of securing the information there is a saving. It is possible to operate a cost system on this basis and have the cost figures obtained be reliable if the right method is used.

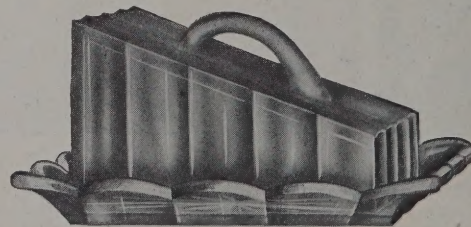
The cost of each article manufactured can be figured once and is only revised whenever the cost factors show there is a permanent change in the cost of production due to increase or decrease in the cost of material, labor, fuel, etc. As the overhead or indirect factory expense and breakage percentages are based on a long period, it is not advisable to revise the cost sheet on account of overhead factors and breakage percentages varying from month to month.

The president of a large manufacturing company says: "The main thing a manufacturer should know is his costs."

In some potteries today the profits and losses are only known at the end of the fiscal year, when an inventory is taken and the books closed, and even then the result is not necessarily correct, inasmuch as the accuracy depends entirely upon the correctness of the inventory, which there is no means of checking or verifying.

There is no means under the above plan of analyzing the profit and loss statement to indicate whether the profits should not have been considerably more or the losses avoided. There may be many articles made at a loss with the result that the articles upon which there is a good margin of profit have been paying the losses resulting from the sale of the other class of products.

It should be understood from the start that cost keeping is not a fad. Every one should be convinced that it is a prime necessity to financial success.



No. 26—Covered dishes of all kinds find ready sale in summertime. The butter dish illustrated has just enough of the artistic to place it out of the ordinary.

Practical Law for the Buyer and the Seller

A Department Devoted to a Discussion of the Various Legal Matters That Are Constantly Confronting the Man in Business; the Opinions Rendered Are Based Upon Actual Decisions.

WRITTEN AND COPYRIGHTED BY

ELTON J. BUCKLEY

IMPORTANT TO EVERY BUSINESS MAN WHO RENTS HIS STORE.

A FEW months ago a large retail business man was confronted with a matter which may arise in the experience of any commercial man who rents his place of business. If he has not protected himself against it, it may go so far as to wholly ruin him. There is a way of protecting himself at least in part, and a comparatively easy way, and it is the object of this article to explain the entire situation.

The case which I refer to was this: Up to about six months ago the retailer in question had occupied one building, upon a long lease, for about fifteen years. His business had been built up there, and was therefore associated with that location in a way which invariably makes the location an asset.

The building was to be torn down and a new one built for another purpose, so the retailer was notified to remove. Removal was somewhat of a problem, as the location was a choice one, and was already much crowded. Vacant stores were at a premium, but by a piece of rare good luck, he was able to find one within half a block from his old stand. That, however, was literally the only vacant place available within a radius of several squares. He signed the lease at once and drew a huge sigh of relief when the landlord agreed to give him a five years' tenancy.

Moving and refitting the new store cost the tenant a considerable sum, but he was glad to pay it under the circumstances. He had been in there only about five months, when he was advised that somebody who held a mortgage on the building, on which the interest had been allowed to default, had begun foreclosure proceedings. He at once saw the landlord, who admitted that he was in serious financial difficulties, and could do nothing; he would be obliged to let the property go, as the mortgages and other liens against it would eat up practically its entire value.

The property was sold at foreclosure sale, all efforts to stave this off having failed. It was bought in by a competitor of the retailer's, who at once served notice on the latter that his lease was at an end, and that he should vacate within thirty days. And the latter was obliged to do it, for under the law there was no way he could escape. At the present time he is in a small and highly undesirable store on a side street, where he is trying to hold his business together, but with almost all his former large transient business gone.

It is fundamental that when real estate which has been leased is sold *at private sale*, the buyer takes it subject to the lease. In other words, A owns a property which he leases to B. Before the lease expires A sells it to C. C must allow B to stay out his lease. The law is entirely different, however, where the sale is on foreclosure proceedings, or on execution or something like that. In such a case, if the mortgage or the judgment on which the sale was held, was against the property when the tenant signed the lease, he can be ousted if the mortgage is foreclosed while he is in there, or if the judgment creditor issues execution and sells the property. As soon as the property passes into other hands, the lease is ended and the new owner can take possession at once.

That was exactly what happened in the above case. The mortgage which was foreclosed was dated two years ahead of the tenant's lease. In addition, there were several judgments entered before the lease and execution could have been issued under any of these, the property sold and the tenant ousted. In other words, he took his five years' lease subject to the right of at least six people to do something at any time after he moved in, which would oust him. Of course, he knew nothing about this chance when he signed the lease, though he could have known.

To make this situation worse, the new buyer in a sale of this sort need not give the tenant any notice to remove. He can insist upon immediate possession.

How can a tenant protect himself against such a fate? In many cases he can protect himself absolutely; in some cases he cannot. When a business man is contemplating renting a property, particularly when so much hinges upon it as in the case I have related, he should examine the records to see whether there are any mortgages against the property or any judgments against the man who owns it. If there are, he should go to the mortgagees, or the judgment creditors, and request them to sign the lease with the real owner. If they will do this, it means that if execution is issued against the property by any of these, and it is sold while the tenant occupies it, *and the mortgagee or the judgment creditor himself buys it in*, as very frequently happens, the tenant cannot be ousted until the end of his lease, because the new owner has signed that lease. Of course, this method of protection will not serve in every case, because often the property will not be bought in by the mortgagee or the judgment cred-

itor. It will go to a stranger, who has not signed the lease, and he can oust the tenant at once. This, however, and the refusal of some mortgagees or judgment creditors to sign the lease, are the only contingencies against which the plan will not protect. It is therefore eminently worth trying.

The tenant is fully protected against judgments and mortgages dated after the lease, because he cannot be ousted through them. It is only against mortgages, judgments and other liens dated *before* his lease that he is helpless.

I should also say that when a sale under a mortgage or judgment is held and the owner himself buys it in, the lease is not affected; the tenant can still hold on, for while the buyer is a new owner, strictly speaking, he is also the former owner, and the law does not consider it equitable that he should disown his own lease. (Copyright by Elton J. Buckley.)

PAIRPOINT CORPORATION JOINS UPTOWN COLONY

THE finishing touches are now being made to the handsome new salesroom of The Pairpoint Corp., at 43-47 West Twenty-third Street, New York. They occupy the entire sixth floor of the building, which runs through the block from Twenty-third to Twenty-fourth Street, giving them considerably more space than the old Murray Street quarters and also affording them an opportunity to make a better display of their cut glass, lamps, and silverware than was possible downtown. The new salesrooms are on a par with any in the trade and in furnishing them expense, apparently, did not enter into the question. The entire equipment is new and includes mahogany office furniture, display tables and cases. Runners of rich green Wilton carpet are laid on a highly polished white maple floor, which gives a tone and charm to the salesrooms seldom found in commercial establishments. The Twenty-third Street frontage is given over to the office of Manager Geo. E. Sherman and his staff; the silverware display is also on this end, arranged along the west side of the salesroom, the goods being displayed in beautiful mahogany and glass cases. The lines of cut and engraved glassware occupy the center of the salesroom and extend clear through to the Twenty-fourth Street end of the building, a large wing on the left hand side of the room being devoted entirely to their lamps. There is also a large packing room on the Twenty-fourth Street end of the floor, which is separated from the main salesroom by mahogany and glass partitions. The lighting fixtures are from their own line and one, a chandelier of quaint old Colonial design, being especially interesting. The

salesroom has large windows on three sides and is flooded throughout the day with an abundance of natural light.

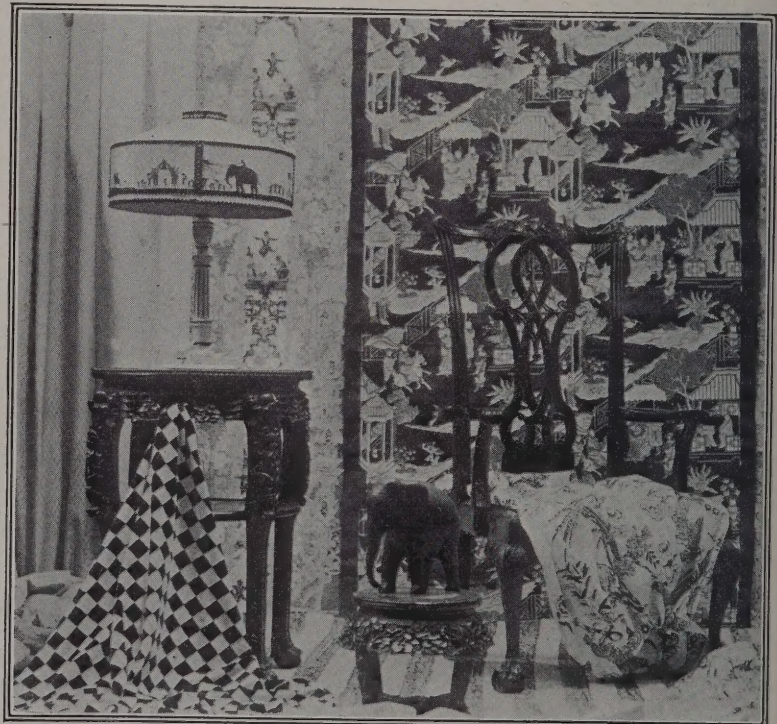
The new location is one of the most accessible in the uptown district, being situated within easy walking distance of all the railroad terminals and hotels.

The furnishing of the salesroom is in keeping with the high standard of merchandise displayed and manufactured by the Pairpoint Corporation.

URGE LAW AGAINST FALSE FIRM NAMES

A BILL has been introduced in the Legislature of New York State which is designed to prevent the use of family names in business by those who have no right to such use. The measure forbids the use of any family name in business unless it is the true name of the person conducting the business or of one of the persons conducting the business, or unless such person or persons are successors in interest to the person or persons previously using the name.

"Numerous gross frauds have been committed in this city by persons doing business under assumed names of firms no longer in business," read the message. "Such firms may have established well-known reputations for honorable dealing. These names are accepted by the public as a guarantee of the quality of the goods for sale, when in fact the goods so offered are commonly inferior and in some cases worthless."



A charming arrangement of related objects in the window of a western department store during a recent lamp sale. The lamp was shown in conjunction with black and white wall paper, fabrics and furniture and is one of those illustrated in the April issue of Pottery and Glass. The vogue for black and white promises to be greater than ever during the next year, and no progressive dealer can afford to be without a strong showing of lamps in this combination.

Gimbel Bros.' Big Sale Stirs New York

TAKING advantage of the publicity created by the monster sale of china, glass and lamps put on early this month by Gimbel Brothers, many New York department stores inaugurated a special sale of some description and, in consequence, business boomed all over the city. However, the sale of Bawo & Dotter stocks by the Gimbel establishment undoubtedly attracted the greatest number of purchasers, the fifth floor department and basement section having the appearance of the Christmas holidays so great was the crowd. The sale opened on Monday morning, May 3rd, and even at as early an hour as 10.30 a. m., many of the bargain offerings in imported dinnerware had been snapped up by early purchasers. It was necessary to increase the sales force throughout the day, and the crowd continues to attend right up to the time we go to press.

The purchase and sale of the stocks by Gimbel Brothers was probably the largest operation of the kind the retail trade has ever known, and the vast amount of work necessary to ticket and classify the stock, can only be appreciated by those who have "Special Sales" experience. Every article was marked with the wholesale import price and Gimbel's sale price and many remarkable bargains were offered for sale.

Benefiting by the publicity given the Gimbel Sale, the other stores all enjoyed a fine trade during the first week in May. This was especially true of the R. H. Macy & Co. sale which was put on by the firm in keeping with their time honored policy of selling for cash, merchandise at a price considerably lower than the regular run. The Macy offerings were drawn from their own stock and included an exceptionally large assortment of domestic dinnerware and pressed and blown glassware. Bloomingdale Brothers also featured domestic goods and were liberally patronized.

It is the general consensus of opinion that this big purchase of Gimbel Brothers and subsequent retail sale, would have a good effect on trade in general.

One large importer states that while not over 1 per cent. of the people of the Metropolitan district would take advantage of it, those that did and secured the bargains would surely tell their friends who in turn would purchase china and glass they would not have bought otherwise, thereby stimulating trade and helping the retail business throughout the district. The

crowds that attended the Gimbel sale, naturally, looked through the other departments and stores, and in consequence sales jumped in every department.

THE ACCIDENTS OF LEADERSHIP ARE PASSING

"O NCE upon a time" success was often achieved by a fluke. It came and crowned the puzzled brow of the successful one,—he knew not why or wherefore.

Ah, but that was "once upon a time."

To day success, leadership in the field of business, is not the result of chance or accident or freak of fortune. It is won—won by power and maintained by might.

With tooth and claw the battle is being fought each day, and he who possesses an indomitable personality or vast capital or revolutionizing ideas, he is the victor. He leads.

And the moment his personality becomes flabby, or his capital depleted and his ideas mushy, he forfeits his leadership to the first strong man pitted against him.

Leadership in business today is accorded to him only who creates. The manufacturer who snoops around watching other people's styles or patterns and sedulously copies them will never lead.

The leader creates, introduces new ideas, new methods and is eternally on the lookout to improve. Improvement is the thing he ever strives for. Every little detail of his product receives from him his closest, undivided attention. He maintains his leadership by improving what the others overlook. It is a grand battle, this world of business, and Dame Chance stands idly by because she plays a very minor part—in fact, she is entirely "out of it." Victory to him who wins it.

GIMBEL BROTHERS

Broadway and Thirty-third Street
GIMBEL Cold-Air Fur Storage—2 Per Cent.

Today and Tomorrow, Rich Stores of the World's Finest
CHINA, GLASS, BRONZES, MARBLES

SPODE
COPELAND'S CHINA
ENGLAND

In the Astonishing
BAWO & DOTTER
Sale

Now, after two days of the largest distribution of China and Glass that has ever been known, the broad-gauge character of the Bawo & Dotter stocks asserts itself in full force.

When receivership overtook this 64-year-old New York firm of importers, six floors of their big building on 33d Street were filled with these stocks—a roll of honor of many of the proudest concerns in the trade, as the trademarks here shown illustrate.

Today, tomorrow, and for many days to come the vast GIMBEL purchase will be supplying this fine China and Glassware, the artistic Marbles and Bronzes.

At from 1/4 to 1/2 of Usual Retail Prices
of which the following groups give some idea.

BAWO & DOTTER'S OWN "Elite"
Limoges China—Plain White

A superior quality, for home use or decorating purposes. Not previously advertised—in a splendid range of pieces from Fruit Saucers at 10c, regularly 25c, to large Coffee Cups at 50c, regularly \$1.
And including plates, cups, and saucers of various

Highly Decorative Bohemian
Glass at About One-Half Price

Mostly from Bawo & Dotter's own factories in Bohemia; charming shapes and decorations; in various colors and sizes.

Bonbon Dishes, \$3 to \$10.	Compotes, \$1.75 to \$6.50
Bowls, \$3 to \$5.	Decanters, \$2.50 to \$7.50

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Style of Gimbel advertising that brought record-breaking crowds to the big china, glass and lamp sale.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
Amalgamated April, 1909.
REG. U. S. PATENT OFFICE

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THOMAS A. CAWTHRA *President and Treasurer*
JAMES P. ROME *Vice-President*
FRANK F. LYONS *Secretary*

DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART
METAL AND ALLIED INDUSTRIES

SUBSCRIPTION RATES: UNITED STATES, \$2.00 PER YEAR. ALL OTHER
COUNTRIES, INCLUDING CANADA, \$2.50 PER YEAR
25c. a copy. Back Numbers 40c. each.

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as the first forms are sent to press on that date.

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COMING OUT OF
THE SHADOWS.

With spring comes hope, with
hope comes courage—and
with courage a man can do
anything.

The signs of spring are all around us, and reports coming from the east and the west, the north and the south of our country are quite inspiring and provocative of great hope. It now remains merely for the business man to revive his courage—a courage that is needed for the big things to come.

The unfortunate war abroad has cast its pall over us for sometime, but the pall is gradually lightening, and while we are still alive to the terrible suffering going on and that must go on yet awhile, we are gradually coming out from the shadow of it all.

American commerce must go on and continue. Someone well of body and strong of mind must tend the sick, and it is America that is now called upon to minister to the entire world. The demand for our staples in commerce has increased, and we are working hand in hand to supply that demand.

The unfortunate closing down of the shops abroad has caused us to increase our output. Instead of surrounding us with gloom, the war has awakened in us a desire to take the place of those who are temporarily incapacitated. Instead of depressing, the war is instilling us with confidence—the confidence that we *can* do when called upon to do.

Gold has come into America to a total of nearly \$40,000,000. We do not actually want this money, we do not actually need it, but we cannot keep it out. It is returning faster than it left last autumn. But with every dollar that comes back into America our international financial position gains just so much more strength.

Here is another existing fact. In February, our exports for that month were about \$100,000,000 above the largest previous February total. The balance of exports over imports was nearly \$174,000,000, or more than two times the former February record, made in 1908. When the fiscal year ends in June, the footing of the trade balance promises to be one billion and a quarter dollars or about twice any trade balance in our history. These are not facts for reckless excitement, nor a reason for throwing caution to the winds, but they are an earnest for better things to come.

Our western farmers report that the largest acreage of winter wheat ever planted has matured well, and a record breaking area of spring wheat will come along under cultivation.

Then too, conditions in Wall Street have improved in a most material manner. A week ago, there was more business done in one day than on any previous day since the stock exchange re-opened in September. Mostly speculation, perhaps, but men do not speculate when the spirit of enterprise is dead and when there is nothing to look forward to in the field of values.

WHAT THE TRADE PAPERS MEANS TO YOU

IF there is one thing above another that should have the attention of the business man of today it is the trade paper. To keep posted in the things pertaining to his business, and that which is necessary to accomplish the best results he should carefully peruse the paper that represents his trade.

There was a time when a trade paper was received, thrown aside and never seen again only to be thrown into the waste basket, and perhaps many of them deserved such a fate, but this is not so of the paper of today. The reading matter of the trade paper has improved wonderfully and is worthy the consideration of its readers. Those who scan its pages closely from month to month profit greatly by the information received.

When a man fails to enjoy reading or talking about his business it is usually a conclusive sign that he is on the down grade and it won't be long before he reaches the bottom. Pride in business creates enthusiasm and every article written appeals to him as does drink to a thirsty nature. All successful men are looking for every scrap of information and they are, as a rule, diligent readers of the papers which represent their trade or profession.

The best way to get along with contrary or refractory customers is to agree with them or to say nothing. An argument never sends anyone away feeling good.

It pays anyone who sells goods to make himself just as attractive as he can.

Two parties are at fault when the salesman does not know all about the goods he is trying to sell: the boss for not teaching him, and he himself for not learning.

Technical Facts and Figures

AN INTERESTING DEPARTMENT OF TIMELY COMMENTS ON SUBJECTS OF PARTICULAR INTEREST TO THE POTTERY AND GLASS TRADE

NOTEWORTHY DEVELOPMENTS IN THE CERAMIC INDUSTRY

THE Ceramic industry is being rapidly transformed from an industry in which handicraft was all-important into an organized industry in which the technical chemist and the engineer play the most important part. "The change," stated the Hon. William Burton, M. A., F. C. A., in a lecture delivered before the Royal Society of Arts, London, recently, "might be said to have commenced when Wedgwood and his contemporaries organized their factories and set about the production of English earthenware in its various forms with a precision of manufacture, a degree of finish and a soundness of production that caused the immediate acceptance of the new pottery throughout the whole of the civilized world.

From the artistic point of view one might deplore that the old painted faience of Delft, of France, and of other countries had disappeared under this onslaught, but the new material was so much more practical and serviceable that no other result could really be expected. A French traveller, writing in the beginning of the nineteenth century, remarked of English pottery that "its excellence of workmanship, its solidity, the advantage which it possesses of sustaining the action of fire, its fine glaze impenetrable to acids, the beauty and convenience of its form and the cheapness of its price have given rise to a commerce so active and so universal that in travelling from Paris to Petersburg, from Amsterdam to the farthest part of Sweden, and from Dunkirk to the extremity of the South of France, one is served at every inn on English ware. Spain, Portugal and Italy are supplied with it, and vessels are loaded with it for the East Indies, the West Indies, and the Continent of America."

A century had passed since that was written, and English pottery was no longer used on the Continent of Europe to the extent indicated by that quotation. But there one got the true modern note of better organization, greater efficiency, and a more practical study of materials and requirements.

The nineteenth century would always be distinguished for its rapid advances in science and mechanical invention, and these advances reacted upon pottery manufacture in two ways: by causing a demand for pottery in new forms for various modern purposes, and by compelling potters to become more scientific in their methods, and, therefore, more accurate in their work. Two instances of this might be cited. (1) Modern sanitation made a decided advance about the middle of the last century, and from

the very nature of English earthenware and stoneware, here were materials ready to hand which lent themselves readily to the demands of the sanitarian. Potters like the late Sir Henry Doulton had the enterprise and the skill to advance with the advancing needs of the times, and by successive improvements in the mixture of their clays, the impermeability of their glazes and their methods of firing kept pace with the increasing stringency of the demands of the sanitary engineer. (2) In the same way, the rapid growth of the electrical industry had given rise to an increasing demand for pottery insulators, switches, bridges and innumerable other articles of a similar character. Such articles must be made with the precision of a piece of worked metal, and, at the same time, must possess insulating properties sufficient to resist the disruptive forces of ever-increasing voltages. This all meant the invention of entirely new types of pottery, and an ever-increasing perfection of manufacture and certainty of firing. Having to work to the demands of the sanitary and electrical engineer the potter had himself in his turn, been forced to become more and more of an engineer in his own business, and this had compelled him to turn more and more towards the chemist for knowledge as to the physical and chemical behavior of the different materials at his command, the accurate compounding of his bodies and glazes and the best methods to be employed in firing.

Turning to deal more directly with the subject of his present lecture, Mr. Burton proceeded to explain lucidly and in the most exhaustive way the methods employed in the preparation of potters' clay, both for the manufacture of coarse and fine pottery, contrasting the rough-and-ready methods of the primitive potter with those employed by the manufacturer of the highest grade modern china. A workman and a supply of moulds and clay had been kindly lent to him by Doulton & Co., Ltd., of Lambeth, and he was thus enabled to demonstrate a number of his points in an eminently practical way. He proceeded to show how, about the middle of the eighteenth century, the progressive potters conceived the idea of making pottery direct from "slip"—a mixture of all the necessary materials in a refined fluid condition—without the necessity of re-converting this mixture into a solid mass by previous evaporation or filtration of the excess water. So far as could be ascertained, this method originated in the Staffordshire Potteries when the potters of that district were making their thin white salt-glazed ware and perfecting their cream colored earthenware.

POTTERY AND GLASS

The new regime was not altogether without its difficulties, however. Every potter knew that clays and clay mixtures differed in plasticity and working properties in the older processes of pressing and throwing, and it was soon found that certain clay mixtures were more readily "cast" than others. Speaking broadly, plastic clay which was good for throwing or pressing was not so easy to cast, whilst a mixture deficient in plasticity, and, therefore, difficult to use as plastic clay, could usually be readily cast. Earthenware clay, being more plastic than porcelain clay, throwing and pressing continued to be more generally used in shaping earthenware, while casting was more generally employed in the manufacture of porcelain, parian and such like bodies, which were not so plastic. Increasing ingenuity was brought to bear upon the casting process in the direction of making pieces in suitable parts, and during the ferment of active, if untrained and unorganized, research that took place in the English potteries during the eighteenth and nineteenth centuries, it was not surprising to learn that it was soon discovered that a slip with which it was difficult to cast had its properties greatly improved by the addition of a little soda. With the general secretiveness of hand-workers the world over, and in all times, this was kept as far as possible a jealously guarded secret in certain families of pottery workmen. It was amusing to recall that as recently as the year 1897 it was being used by the workmen of the renowned Wedgwood firm at Etruria under the name of "acapaca." Something of the same kind had gone on in France and Germany, a reference to which occurred in the first edition of Brongniart's classic "*Traite des Art Ceramique*."

This widely diffused but unsystematic knowledge was brought to a head when, on Oct. 22, 1891, C. Goertz applied for a patent for the use of a sodium carbonate or bicarbonate in this connection. The patent was contested in a half-hearted sort of way on the ground that it was not a new discovery, and whilst that seemed undeniable, it was perhaps only just that Goertz should receive the patent, because he had had the wit to focus this rather nebulous, floating knowledge into a definite and known method.

MAKE GLASS POTS BY NEW METHOD

THE Mellon Institute, Pittsburgh, Pa., have recently discovered a new method of constructing glass pots which, according to tests, have resulted not only in prolonging the active life of glass pots. It has effected, tests show, a corresponding gain in the quality of glass made in the glass pots, and a saving of time and expenses in replacing the pots at the furnaces.

By the new process, the glass pots, in which are melted the sand and chemicals forming the raw materials of glass, are given a specially prepared lining,

which increases their durability 50 per cent. It is estimated that the average factory making lead glass, and operating two furnaces of 14 pots each, will save approximately \$7,000 a year through the use of the new pots.

Following the discovery in the laboratories of the institute, seven pots were constructed by the new process and placed in the factories of an Ohio valley glass company for tests. On the first trial 33 melts were made in the pots. A second trial now is in progress, and the pots are approaching the thirty-first melt.

Glass pots are made of an especially selected fire clay, which formerly was imported almost entirely from Germany. In recent years large deposits of American clays have been found notably in Missouri, quite as good for this purpose as the more expensive imported clays. The business of making clay pots, according to a specialist in this line, has been affected little by the present war.

GUERNSEY CHEMICAL PORCELAIN FILLS LONG FELT WANT

THE new line of chemical laboratory porcelain which, it was announced, a short while ago, would be made by the Guernsey Earthenware Co., is now on display at the various showrooms of this company. The production of chemical porcelain has long been the aim of domestic manufacturers, but until the new line of the Guernsey Company made its appearance, their efforts were not very successful. Heretofore, this ware was imported almost exclusively from Germany and as the crucibles, evaporating dishes and mortars are very essential in many lines of the chemical industry, the achievement of the Guernsey Company is one which they may naturally be proud of. This new line is entirely separate from the line of Guernsey cooking ware, although both are made in the same plant. They have just issued an attractive catalogue illustrating the various items in the chemical porcelain line, together with other information, which they will gladly send to anyone interested. The line is being marketed under the name of "Royal Guernsey Porcelain" and the Guernsey trade mark stands back of every piece, guaranteeing satisfaction and service equal to any porcelain made in the world. This is quite a broad statement, but, as President Charles L. Casey says: "We are here to deliver the product and make Guernsey Porcelain just as famous and as much a standard as our Guernsey Earthenware."

The advertisement that makes you want to buy the goods doesn't contain many words that you have to look up in the dictionary.

The few men who get to the top of the ladder of success need good men at the foot of the ladder to steady it.



Business and Personal Items About Prominent People in the Different Branches of the Trade

WADE—E. H. Wade, for some years past buyer for the china, glass and lamp department of W. M. Whitney & Co., Albany, N. Y., has tendered his resignation and will engage in the hotel supply business at 135 Hamilton Street, Albany, with Harry Horton, a hotel fixture dealer. Mr. Wade will have charge of the china, glassware, silverware and lighting fixture end of the business.

MARTIN—Frank R. Martin, long associated with Cowell & Hubbard Co., Cleveland, Ohio, will sever his position with that firm on July 1 in order to engage in business for himself. He has leased a store at 24 Adams Street, opposite the Hotel Stadler, Detroit, and was in the New York market recently placing orders for his opening stocks. Mr. Martin is probably one of the most widely known buyers in the china, glass and lamp trade both here and abroad and his many friends in the trade will doubtless join with us in wishing him the greatest of success in his new venture.

LEVINE—Mrs. Jennie Levine has returned to Stern Brothers, New York, and assumed charge of the lamp and fixture department. Mrs. Levine was until recently in charge of the lamp section of Gimbel Bros., New York, but previous to that she was for a great many years buyer of china, glass and lamps for Stern Bros., a position she resigned about a year ago. David Saunders is now in charge of the department.

HALLIDAY—G. W. Halliday is now travelling the Pacific Coast territory for the Homer Laughlin China Co., East Liverpool, O. He was formerly connected with Albert Pick & Co., on the Coast.

BANGERMAN—H. A. Bangerman for sometime past connected with the china, glass and lamp department of Bloomingdale Bros., New York, and previous to that for a number of years in charge of the lamp section at the J. B. Greenhut & Co. store, New York, is now in charge of the lamp department of Gimbel Bros., under Lee Schoenthal.

KNOBLOCK—H. P. Knoblock has been appointed manager of the Potters Co-Operative Company's plant at East Liverpool, Ohio. He succeeds James Rinehart, who assumed charge of the plant shortly after the death of H. P. McNicol, with the understanding that he would retire when a suitable person could be procured to take over the duties.

WARNER—Joseph Warner, for many years associated with the cut glass business both as a manufacturer and sales agent, has sold out his lease on the premises on West Twenty-third Street, New York, which he has occupied for the past year and will retire from the field. The entire stock of cut glass and novelties have also been disposed of. Mr. Warner expects to take an office in the uptown district and engage in the clock business exclusively.

REIMER—Fred. C. Reimer, of Graham & Zenger's sales force, is now on the Pacific Coast. After covering his usual territory Mr. Reimer will spend some time at the Rosenthal china and Theresienthal glassware display of his concern at the Panama-Pacific Exposition.

MARTIN—Bliss H. Martin, well known to the trade through his long connection with the crockery and house-furnishing department of Calender, McAuslan & Troup Co., Providence, R. I., committed suicide in the basement of the store last month. No reason for his act has been ascertained. Deceased was thirty-six years old and was a native of Maine, where his parents reside.

PECK—Carson C. Peck, vice-president and general manager of the Woolworth Co., the great five and ten-cent merchandising concern, died at his home in Brooklyn, N. Y., after a brief illness which started in a slight injury to his thumb received while bowling. Mr. Peck started his business career in the same New York town as Mr. Woolworth and when the latter needed a competent assistant to help with his enterprise he sent for Mr. Peck. Deceased was also owner of the Brooklyn "Times."

PIKE.—Edwin B. Pike, a glassman of wide experience, is in charge of the new office recently opened in San Francisco, Cal., for the sale and display of products of the Jefferson Glass Company, Follansbee, W. Va., including Moonstone illuminating glassware and Chippendale glass tableware.

MOORE.—F. D. Moore, formerly manager of the book-keeping and credit departments of the Knowles, Taylor & Knowles Pottery Co., has resigned his position to engage in a similar capacity with the Jefferson Glass Co., Follansbee, Va.

DOCTOR.—A. P. Doctor, Metropolitan representative of the Central Glass Works, Wheeling, W. Va., is convalescing from an operation for appendicitis and abscess on the liver which caused his hurried removal to the Bay Ridge Sanitarium the latter part of April. He is getting along exceptionally well and will again take up his duties in a few weeks.

TAYLOR.—Charles H. Taylor, president of the Jewel Cut Glass Co., and New York representative of the Cut Glass Products Co. and S. A. Weller Pottery Co., has returned to his desk after a long visit in Florida, where he has business interests.

DESMAISON — F. Desmaison, a salesman with L. Bernardaud & Co., New York, will sail for France on the s. s. Chicago on May 29 where, after a short visit to his home and the factory in Limoges, he will rejoin his regiment at the front. Mr. Desmaison has been in this country for the past few months on leave of absence, due to an injury sustained on the battlefield last fall.

KISHLER—C. B. Kishler, formerly connected with the sales force of Bawo & Dotter, New York is now associated with the Corona Cut Glass Co., Toledo, O., in a similar capacity.

GHISI—P. J. Ghisi, of S. Nordlinger & Sons, Los Angeles, Cal., has returned to this country after a visit to the European china and glass markets.

NEW COMPANY TO OPERATE McCrORY STORES

A NEW company, known as the McCrory Stores Corporation, has been formed to take over the business formerly carried on by the J. G. McCrory Co., who operate a chain of one hundred and thirteen 5 and 10 cent stores in the principal cities of the East and South. The syndicate is headed by Hornblower & Weeks and Charles E. Merrill & Co., who purchased all of the preferred stock and a block of the common, all of which they placed privately. The new corporation will have an authorized capitalization of \$1,250,000 7 per cent. accumulative preferred stock and \$5,000,000 in common stock.

Among the Trade

A column of short notes from the wholesale trade---New concerns and changes in the old.

J. DUNCAN DITHRIDGE, the New York representative of Bryce Bros. Co., will occupy new quarters at 240 Fifth Avenue about June 1. Mr. Dithridge has been located in the Crockery Exchange Building, 25 West Broadway, for a number of years.

* * *

Guerin & Co., located on Park Place for many years, have leased the seventh floor of the building at 43 West Twenty-third Street, New York, and are now busy putting the new salesroom to rights.

* * *

The G. M. Thurnauer Co., Inc., importers of house-furnishings have leased the five-story building at 6 East Twentieth Street, New York, into which they expect to move about July 1. The building is part of that formerly occupied by Lord & Taylor.

* * *

For the third time within a period of seven months, the wholesale crockery and supply store of the E. B. Adams Co., Washington, D. C., was visited by fire, the last blaze causing a damage estimated at \$30,000. A considerable portion of the stocks can be salvaged. All three fires are now believed to be of incendiary origin and an employee of the firm has been arrested and held on suspicion.

* * *

The wholesale crockery firm of Ogden, Merrill & Greer, St. Paul, Minn., has changed the style of their firm name to that of Merrill, Greer & Chapman, B. A. Chapman, a member of the firm for some years past, having his name added. He is in charge of the domestic crockery, glassware and housefurnishing departments. The business was established by Pollock, Donaldson & Ogden in 1855 and is conceded one of the oldest wholesale firms in the Northwest. The firm name was changed to Ogden, Merrill & Greer in 1892.

* * *

The annual outing of the employees of Morimura Bros., New York, will be held on Saturday, June 5, at Glenwood-on-the-Sound, at the same place that the Salesmen's Association will hold their outing in July. The trip will be made in motor cars and it is expected that at least 150 will attend.

The fellow who is entitled to the support of his fellow-citizens in his business is he who boosts his home town wherever he is.

Instead of working to get the best of someone else, work to get the best out of yourself.

News from the Potteries

EAST LIVERPOOL, O.—Pottery manufacturers in the western district believe that within the next two months the various domestic manufacturers will have about all the business they can conveniently handle, the trend of business at the present time being upward, and plants which were operating only on partial time since January have now increased their working capacity. The uncertainty of securing goods from abroad within specified time limits has considerably increased the demand for domestic pottery and the manufacturers of the better grades are already rushed to capacity. In order to maintain a higher degree of efficiency, the domestic manufacturers are striving in every way to improve their products both as to body, glaze and decorations. There has been a decided change for the better noticed in the new lines this season, and it is hoped that the improvement will be continued.

* * *

Sebring, O.—The Kyoto Pottery at Fredericksburg, near Wooster, was sold by order of the Wayne County Court last month, the property bringing \$1,035. The property cost about \$32,000, the plant consisting of two and one-half acres of land and a large tile building fully equipped with machinery necessary for making pottery ware. About a year ago the company got into financial trouble and the property was ordered appraised and sold. It was appraised at \$6,500 and offered at public sale, but there were no bidders. It was then readvertised for sale to the highest bidder and, as stated above, was taken over by Geo. W. Spencer of Fredericksburg. It is believed that the plant will be leased and as soon as the necessary repairs are made will be placed in operation.

* * *

East Liverpool, O.—A committee of Central Ohio pottery manufacturers composed of G. F. Young, Geo. Brush, J. D. Peters, F. M. Ransbottom, A. E. Hull and M. H. Lynn, attended a hearing on the Interstate Commerce Commission at Chicago last month, at which time they protested the action of the railroads in abolishing the "Stop-over privileges" in their schedule of pottery rates. The committee represents the Central Ohio District Potteries' Association, who protested to the Interstate Commerce Commission some time ago, and were granted a suspension of the railroads' order until September 1. It was to have gone into effect last December. For years the manufacturers have been paying the railroads \$5.00 for the "Stop-over privi-

lege," under which a car was moved to two or more points for loading. They also had the privilege of consigning parts of a single carload of ware to different points.

* * *

Sebring, O.—The addition of the two contemplated kilns to the plant of the French China Co. of this place will give the concern a capacity of fourteen kilns, and also give them rank among the large domestic pottery producers.

* * *

Ford City, Pa.—A report is current throughout the pottery district that the seventeen kiln general ware plant of this place is to be converted into a sanitary shop. It is also stated that a new manager has been engaged and the plant is being put into shape for the manufacture of this ware at once.

* * *

East Liverpool, O.—It is rumored here that several East Liverpool men now identified with the pottery industry are interested in the erection of a new domestic pottery plant in the vicinity of Chattanooga, Tenn. Up to the present time the Ohio capitalists have not announced their plans.

* * *

Carrollton, O.—The pottery plant of the Albright China Co. is expected to commence operations in the near future. This plant has a capacity of 5 kilns and is the second domestic ware pottery erected in Carrollton.

* * *

Coshocton, O.—Work was started last week on the new two-story brick addition to the plant of the Pope-Gosser Pottery Co., which when completed will afford an additional floor space of about 5,000 square feet. This will also mean an increase of from forty to fifty people to the working force of the plant. C. F. Gosser, president of the company, stated recently that the new business taken on during the present year makes it imperative that an addition to the plant be made at once.

PAYS \$8,000 FOR CHINESE VASE

AT the recent sale of art treasures of the late General Brayton Ives, in New York, Frank Partridge paid the top price of the sale when he purchased for eight thousand dollars a grand famille verte vase, club shaped, of the K'ang-hsi period.

The vase was of large "rouleau" shape, showing a

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brilliant court scene, nobles and ladies, awaiting an audience with the Emperor, who is seen, in the upper part of the vase, in the interior of the palace and the Empress on a terrace. There is a landscape on another side of the vase, and Buddhistic disciples on the neck. The numerous headdresses of the figures, a feature of the decoration, are all in black enamel.

BRITISH POTTERYMAN LOST ON LUSITANIA

AS the name of Arthur Wood has not appeared on the lists of those saved from the wreck of the Lusitania, his friends in this country have abandoned all hope for him. Mr. Wood was the head of the designing department in the pottery of T. H. Grindley & Co., and had been in this country only a week visiting the trade in company with W. S. Pitcairn, their American representative. He was a passenger on the Lusitania on her last westbound trip, and hurried his business in this country in order to take passage on her return trip. He made many friends during his short sojourn here, all of whom express deep regret at his untimely passing.

Taking a Profit from Glassware

(Continued from page 10)

fruit jars, which every dealer carries in stock. Jellies and jams are put into the familiar stout glass tumbler with a tin top. In their place, not a thing can be said against these two standard articles, for they undoubtedly hold a home supply better than any other container. But when preserving begins to be a business on the farm and the products are packed for a wider distribution, it is well that the dealer study glass packages in a broader way.

For goods put up in glass the question of caps, covers and seals is as important as that of the glassware itself.

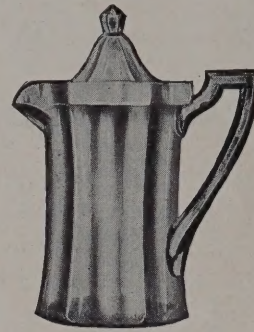
Formerly pickle bottles were corked, jelly tumblers were sealed with paraffin wax or a circle of paper, and preserves were put up in glass jars with screw caps and rubber rings.

But great improvements have been made in this detail of packing, and practically all the resources of the commercial packer in glass are now at the service of the country packer. The simplest cover for jelly in tumblers is the common tin slip cover, made to fit over the top. This costs about a third of a cent, and is put on without machinery of any sort.

Next comes the screw type of cap, used on fancy jars and bottles, and made in various forms. One familiar kind is tin, and screws on to threads pressed in the glass container. By putting a special wax seal inside this cap it has been adapted to pickle bottles and other packages, giving a fairly tight seal, though not air tight, of course. It is neat, and fairly cheap, and requires no machinery for sealing.

Another style of cap that requires no machinery to

apply is one that slips over the top of bottle or jar and is held in place by its own metal lugs. By making the



No. 29—The sanitary ice-water jug has a patent lock cover which prevents the ice from falling into the tumbler and at the same time keeps out flies and other unsanitary matter.

glassware with a smooth lip and in exact dimensions, the seal is tight for honey and thick liquids, but not air tight.

This cap is handsomely finished in nickel plating, and on wide-mouth jars for honey and jelly has a little paper circle inside that is cut out to get at the contents after the top cover of metal has been slipped back. It makes a strong appeal to everyone when used as individual portions of jelly, jam, marmalade, honey and like dainties.

WEDGWOOD SCION WOUNDED FIGHTING TURKS

ON one of the latest casualty lists published by the British War Office, the name of Josiah Wedgwood, a lineal descendant of Josiah Wedgwood, head of the family of famous English potters, is placed among those that were wounded in the fighting with the Turkish forces around the Dardanelles. The present Josiah Wedgwood is a member of Parliament from Castle-under-Lyme, and while not actually engaged in the pottery industry of Great Britain is the author of "Josiah Wedgwood, Master Potter," a work dealing with the early work of the Wedgwoods. He is a cousin of Kennard Wedgwood, of New York, and was a Lt. Commander in the English Naval Contingent now fighting on the Turkish peninsula.

CHICAGO STAFF OF OF GEO. BORGFELDT & CO. ENTERTAIN

THE annual Chicago dinner of Geo. Borgfeldt & Co. was held in the East Room of the Hotel La Salle on April 13th last. Vice-President Fred. Kolb presided. An excellent luncheon was served during which the diners were entertained by an orchestra and popular songs, the latter being rendered by Miss Alma Adair, a talented singer of Chicago. The usual spirit of cordiality and good fellowship attending Borgfeldt affairs pervaded the occasion and genuine regrets were heard when closing time arrived. The souvenirs were beautiful pewter silver tankards identical to those distributed at the Washington Day dinner in New York.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them



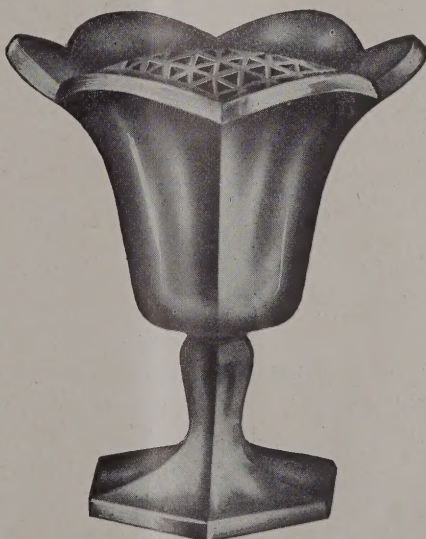
THE first warm days of Spring sent many nearby retailers rushing into the market in search of summer specialties, which they had allowed to run low and for which there was a sudden demand. This season there is an unusually large assortment of specialties on the market. Bud vases, flower vases, flower bowls with perforated covers for cut flowers; iced tea, lemonade and water sets, and some exceptionally good items in sanitary tableware, such as covered dishes, jars, jugs, etc.

* * *

In domestic blown glassware Frederick Skelton is showing a large assortment of handled flower baskets which range in size from six inches to twelve inches. This line has a cut star bottom and is blown in the finest quality lead glass obtainable. A deep plate etched floral design predominates. He is also showing a night set with cut star bottom and handle consisting of a tumbler and jug, the tumbler being snugly inserted in the neck of the jug. This also comes in a number of etched designs.

* * *

The United Cut Glass Co. have brought out a new floral pattern somewhat resembling the "Peonie," on a general line of lead blanks. The new pattern is also carried out on a line of mounted goods, such as powder boxes, hair receivers, etc. This is an exceptionally clever cutting and is particularly attractive when used in conjunction with a small C. B. cutting. The floral cut is generally used as an insert panel, the dividing lines being a small brilliant finely cut chair-bottom cutting.



No. 27—Crystal flower holders, whether made of pressed or cut glass, are and will continue to be one of the best selling summer specialties. The one illustrated herewith is especially adapted for short stem flowers and when filled with violets, sweet peas, roses, etc., makes a beautiful table decoration. This holder is particularly brilliant and has a perforated flower holder plate. It can be retailed at popular prices.

A finely executed light floral cutting is being introduced this season on a line of stemware, jugs, vases and specialties by Stott Brothers. The pattern covers well and is somewhat after the nature of the wild rose, entwining itself around the vases and jugs in a graceful manner. The line is medium priced.

* * *

The Smith-Phillips China Co. have sent H. Benedikt, their Metropolitan representative, eleven new dinnerware patterns that have exceptional selling qualities. The decorations are in pretty border designs, in pleasing color combinations and gold handles.

* * *

The Knowles, Taylor & Knowles Pottery Co. were one of the first of the potteries to take advantage of the great vogue for black and white, the striking decorative treatment now apparent in dress, home-furnishings and even in retail salesrooms, and have sent the E. W. Hammond Co., their Metropolitan representatives, the first samples of a new dinnerware decoration in black and white. It is a simple band treatment with black radial projections extending into the white ground. This design will be shown on a full line of dinnerware to which have been added a side handled coffee, and a cracker and cheese dish. The new pattern has taken instantly with the New York stores and will prove a ready seller, especially when shown in breakfast and after-dinner sets, such as they contemplate.

* * *

A tumbler that will not chip or break when accidentally overturned,

POTTERY AND GLASS

has been brought out by the United States Glass Co. and is finding much favor with the trade. These tumblers are made of a superior quality lead glass in all popular shapes and sizes and even with the patented protected edge they retail for no more than the regular tumblers. This company is also showing a wonderful line of the bud and single stem flower vases that have proved so popular with the trade this Spring. These are shown in plain and decorated patterns in all sizes.

* * *

The yellow kitchenware line recently brought out by the Brush-McCoy Pottery Co., and known to the trade as the "Dandy-Line," is proving one of the largest selling propositions on the market at the present time. Every retailer who inspects this line invariably orders an assortment and consequently re-orders in a short time. Outside of its extreme utility it is, without a doubt, the rich yellow glaze, imparting a feeling of purity and wholesomeness that most strongly appeals to the housewife. The Brush-McCoy jardinières and specialties have also enjoyed a steady demand, the jardinières moving especially well with the suburban trade. The range of prices is really enticing, running from five cents to ten dollars each. The complete line of this pottery is shown in New York by Cox & Lafferty.

* * *

A number of attractive salad sets, grape juice, and summer beverage sets and jugs, which will doubtless appeal especially to the summer crockery purchaser, are being displayed at the show rooms of E. R. Thier. The salad sets have tomato or lettuce decorations in a raised design executed in natural colors, underglaze, on an earthenware body. The various pieces comprising these sets may be secured separately by the dozen or in sets consisting of bowl, chop, 6 plates, mayonnaise and spoon, or in a 16-piece set which includes 12 plates. In the grape juice and lemonade sets the decorations are also in raised design in natural colors and include a 10-inch jug, mugs and tray. A fruit or cake plate may be had to match. These may be had from stock for immediate delivery.

* * *

The Buffalo Pottery is showing two new baby plates; one in the popular Campbell Kid decorations in bright colors and gold lines, and the other decorated with juvenile subjects. The former is known as "The Buffalo Plate" and will not tip, having a flat bottom and high edge. This plate is $7\frac{1}{4}$ inches in diameter. The other, called "The Niagara," is made to fit any tray or high chair and has the same features as "The Buffalo." This is 6 inches in diameter and $1\frac{1}{4}$ inches deep. Both are made to retail at 25 cents.

* * *

Some interesting specialties for the summer season, from the Peters & Reed Pottery Co., are being shown

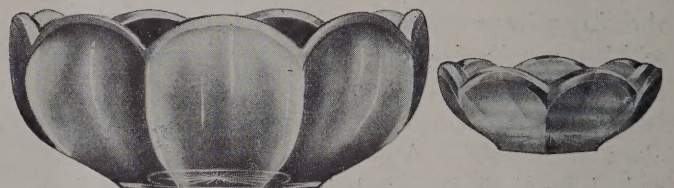
at the salesrooms of Wm. Warrin. These include specialties in flower holders such as fish, turtles, frogs and lily leaves in a matt green glass. They are especially attractive when shown in conjunction with the large earthenware trays and made up in miniature house gardens. He is also showing a line of single stem flower vases in a green matt, the base of which is finished to give it the appearance of unique silver. In the Moss Aztec line there are some new decorations in jardinières and hanging baskets and will doubtless prove strong sellers during the coming season.

* * *

An interesting line of mahogany candle sticks and portable lamp standards has been added to the display of lighting specialties shown at the salesroom of M. Herbert & Co. One item of particular interest is a hand carved mahogany standard in an Adam design upon which is mounted a three-arm silver plated candelabra. This line is offered at popular prices.

NEW PAIRPOINT LAMP LINE READY

One of the features of the new salesrooms of the Pairpoint Corporation, at 43 West Twenty-third Street, New York, is the extremely interesting line of electric portables they have just placed on display. Mahogany bases replace the usual cast metal ones, the combination of mahogany and decorated glass shades being especially enticing. There are about eighty-five different portables shown ranging from the one light



No. 28—Fruit and berries are most appetizing when served in glass dishes. The dealer who calls his trade's attention to the advantages of glass for serving fruits will turn his stock quickly. This plain, yet artistic, bowl and nappy should be on the shelves of every retailer this summer.

desk and boudoir lamp to the two and three light living room portables. A number of exceptionally fine decorative treatments are shown on the new line of shades; two that attract almost instant attention are an ocean scene with flying spray and gulls, done in delicate colorings, and a poinsettia design. The bases on the majority of the new portables are urn-shaped, after the Adam period of decorative style, and trimmed with brass.

Buyers of any kind of a commodity like promptness on the part of the seller. I never knew a store to lose trade by serving its patrons too promptly.

Everyone buys more and better goods in a cheerful store than in a cheerless one. Make people feel happy and they will leave you more of their money.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



GERMANS HOLD LEIPZIG FAIR AS USUAL

NOTwithstanding the state of war existing throughout the greater part of Europe, the spring sample exhibition at Leipzig was held as usual and was concluded with a surprising degree of success considering the conditions. It is reported that ten countries were represented and placed orders with German manufacturers. The majority of these were for the toy and glass novelty business. According to official reports the total number of buyers was 8,593, a little more than half the total of the attendance last year. Foreign buyers numbered 890. The glass, clay and Christmas tree ornament sections were well represented and those American buyers who were present placed large orders.

CONDITION OF GLASS TRADE IN BIRMINGHAM

THE demand in Birmingham, England, before the war for decorative glass was good, according to Consul A. Halstead. The demand for heavy cut glass, however, was not heavy for domestic purposes, but that for good table glass was good, although the year was not altogether satisfactory. Competition in the home market from the United States was mentioned as serious for good quality molded glass, lightly cut to imitate the genuine cut. The war necessarily materially reduced the demand for the higher qualities of cut glass and for all glass for decorative purposes, but reacted in favor of manufacturers of globes and shades, the largest supplies of which had previously come from Austria and Germany, the British maker having been unable to produce at the prices of foreign makers. Now all purchasers must pay the higher prices for the British product. Table and other glass before the war were imported into Great Britain in large quantities. These are now being made in Great Britain, and are badly wanted. Some prices have been quoted at 100 per cent. over the prices previously paid to the Continent. The manufacture of electric-light bulbs is an industry which has since the war been established in Birmingham and Stourbridge, one firm in each starting their manufacture. The British manu-

facturers express the hope of being able to hold the lines from which they were previously cut off by continental competition.

ENGLISH HOLD SUCCESSFUL CHINA & GLASS FAIR

THE second annual Pottery & Glass Exhibition was held in Stoke-on-Trent during February and was largely attended by foreign buyers. Notwithstanding the present traveling difficulties there were buyers in attendance from the United States, South America, Australia, New Zealand, Greece, Canada and the Netherlands, all of whom bought freely. One of the interesting features of this year's exhibition was the great amount of new business booked. This doubtless resulted from the buyers' inability to reach the German and Austrian markets.

U. S. GETS VERY LITTLE OF SIAM'S TRADE

THE value of the imports of china and earthen ware into Siam for the fiscal year 1914 amounted to \$457,016, against \$320,063 for the preceding twelve-month. According to the customs returns, the imports for 1913-14 consisted of \$334,677 worth of coarse and \$122,339 worth of fine china and earthen ware, coarse ware to the amount of \$143,745 being shipped from China, \$150,583 from Hongkong, \$15,430 from Japan, \$5,997 from Singapore, \$5,282 from Germany, \$9,142 from France, \$2,708 from Denmark, \$1,069 from Austria-Hungary, \$8 from United States, and \$713 from all other countries. Germany supplied \$27,898 worth of fine ware; China, \$42,907; Hongkong, \$19,982; United Kingdom, \$15,857; France, \$7,421; Japan, \$2,408; Austria-Hungary, \$2,272; Singapore, \$2,035; Belgium, \$808; Denmark, \$538; and the United States, \$149.

AMERICAN GLASS POPULAR IN CANADA

THE Bohemia glass trade of Kingston, once held exclusively by European countries, has, since the war, passed into the hands of American factories in West Virginia, Pennsylvania, and Ohio, whose wares give better satisfaction than the continental ar-

POTTERY AND GLASS

ticle, reports Consul Felix S. S. Johnson, Kingston, Ontario. A few months ago contracts were made for \$5,000 worth of American Bohemian glass; since the placing of this order the extra war duty of $7\frac{1}{2}$ per cent has been imposed, making the present tariff rate 40 per cent ad valorem.

Canadian dealers expect to pay slightly higher prices for crockery and glassware, and it is believed that the sale of American goods of this character is capable of great development, and that, if properly handled, the trade so secured may easily be made permanent.

As most of the imported cut and pressed glass comes from the United States, jobbers' prices on these goods are practically American wholesale prices plus freight, duty, and a jobbers' profit of about 10 per cent. The market demand is for all kinds and qualities, much the same as obtains in the United States, there being an especially good market for medium-priced cut-glass pieces suitable for gifts. There is also a well-developed market for medium-quality blown crystal, engraved tumblers, cups, water jars, etc.

Bohemian water, table, and berry sets of seven pieces, enameled decorations in color and white, are quoted from \$0.60 to \$1.80 per set; iridescent glass water sets, \$0.40 per set; fruit and salad pieces of same material, 9 to 11 inches in diameter, \$1.05 to \$1.50 per dozen; iridescent glass punch sets, bowl (with foot) 10 inches in diameter, 9 inches high, with six cups, \$1.25 per set; glass salts and peppers, tin and nicked tops, various designs, from \$0.35 to \$1.20 per dozen; crystal glass oil or vinegar cruets, \$1.25 to \$1.60 per dozen; cake stands, 8 or 9 inches in diameter, same glass, \$2 to \$2.25 per dozen; water bottles, same material, light, medium, and heavy, \$1.80 to \$4.80 per dozen; pressed glass tumblers, glazed edge, smooth bottom, hollow flute, otherwise plain, \$0.11 $\frac{1}{2}$ to \$0.30 per dozen; blown tumblers, melted edge, plain, \$0.42 to \$0.48 per dozen; stem wine glasses, blown, plain, \$0.55 to \$0.80 per dozen; plain one-piece glass lamps, \$0.85 to \$2.40 per dozen.

PLAN TO END SHORT PAID POSTAGE EVIL

THE Department of Commerce urges the co-operation of manufacturers and exporters in its efforts to correct the short paid postage evil in connection with American letters going to foreign countries. Numerous reports constantly reaching the bureau from all parts of the world indicate that the practice of American business men in sending out their foreign correspondence insufficiently stamped is a factor which affects very unfavorably the natural extension of our foreign trade.

In connection with the bureau's work the Post-office department directs postmasters to give the widest possible publicity to the rates of postage applicable to articles for foreign countries as indicated on page

116 of the Postal Guide for July, 1914, and to the regulation which requires the collection of double the amount of the deficient postage upon the delivery of short-paid articles in international mails. Whenever it is practicable to do so postmasters shall also promptly inform the senders of short-paid articles mailed at their offices of the amount necessary fully to prepay the postage on such articles and to hold the articles until the senders supply the necessary postage stamps or specifically authorize the dispatch of the articles as short-paid.

As the failure properly to prepay letters for foreign countries appears to be the result in many cases of an erroneous impression as to the application of the United States domestic rate, postmasters should adopt all measures practicable to give notice to the public that the only destinations to which the two-cent letter rate applies are Canada, Cuba, Mexico, Republic of Panama, the Canal Zone, Bahamas, Barbados, British Honduras, Leeward Islands, Newfoundland, Germany (by direct steamers only) England, Scotland, Wales, Ireland and the City of Shanghai, China; that to all other places the rate is five cents for the first ounce or fraction of an ounce and three cents for each additional ounce or fraction of an ounce, which must be fully prepaid or the letters become liable on delivery to a charge of double the amount of the deficient postage. Doubtless many newspapers, upon request of postmasters, would give space in their columns for the diffusion of correct information on the subject.

SALESMEN'S ASSOCIATION OUTING ON JULY 31

PRELIMINARY arrangements have been completed for the annual outing of the Pottery, Glass and Brass Salesmen Association, which will be held at Karatsonyis Hotel, Glenwood, L. I., on Saturday, July 31st. The trip will be made as in former years, by the water route, the committee having leased the steamship *Commander*. Fred Frey was appointed chairman of the outing committee and he has selected the following members to assist him: A. A. Bean, M. K. Lindner, J. M. Miller, H. S. Mirrieles, Thos. G. Jones, Justin Tharaud, W. S. Pitcairn, W. C. Newland, Jno. Nixon, Geo. Nicholson, H. R. Handy, L. A. Fritz, D. King Irwin, A. H. Ledden, Wm. C. Grimm, E. F. Anderson, E. W. Hammond and Nicholas Goetz.

The tickets are on sale at the principal houses throughout the districts and as in previous years will be \$3.00 each. From the present enthusiasm displayed this year's outing promises to eclipse all past similar affairs. A. A. Bean is chairman of the sports committee and has promised many new and startling novelties.

If the side lines in your store are not selling as they ought to sell, perhaps you have failed to develop sufficient interest in them on the part of the salespeople.



Notes About New Firms Entering the Pottery and Glass Field and Changes in Old Concerns

A. D. MATTHEWS' SONS IN HANDS OF RECEIVER

JUDGE VAN VECHTEN VEEDER, of the United States District Court in Brooklyn, on April 26, appointed John Kuhn, a Brooklyn lawyer, temporary receiver for the department store of A. D. Matthews' Sons, Inc., following the filing of an involuntary petition in bankruptcy. He is empowered to carry on the business for thirty days. The liabilities are about \$1,100,000, and assets, exclusive of real estate, are estimated at \$600,000. Leo Oppenheimer, attorney for the corporation, said it was hoped that a speedy rehabilitation of its affairs would be obtained, so that the business might continue without interruption.

This is the second time the Matthews store has been in difficulty. It was first thrown into bankruptcy on June 18, 1913. A composition with creditors was accepted by the court on Sept. 29, following, and the house was reorganized as a corporation, with Dimond & Sons, of Providence and Boston, having a large interest. M. Maurice Dimond became president of the corporation.

In connection with the Matthews failure it is reported that creditors have started bankruptcy proceedings in the United States District Court against L. Dimond & Sons, Inc., department store operators in Boston and Providence. The Providence store is conducted as a branch of the Boston concern. Estimated liabilities are \$400,000.

* * *

Charles C. Baldwin, formerly proprietor of the Boston Bargain Store, Montpelier, Vt., has sold his interests in the business to the Capital Hardware Co., of the same city, and will enter the show business. The business has been added as a crockery and glassware department to the already extensive store of the purchasers.

* * *

The Folwell Crockery Co., Davenport, Ia., recently purchased a large part of the stock of the Jen Lorenzen Crockery Co., a wholesale jobbing concern, which they placed on sale at special prices, the sale creating considerable attention. They also propose to enlarge their

Davenport store in the near future to properly take care of their increasing business.

* * *

A. E. Gregory, formerly proprietor of the Elmira (N. Y.) China Co., who left the trade some time ago, has decided to re-enter the china and glass business and will open a store in that city in the near future.

* * *

Higgins & Seiter, New York, who went into the hands of receivers recently, filed schedules last month showing the corporation's liabilities were \$430,664 and its assets \$343,755. The assets of the company consist of stock, \$247,633; accounts, \$49,116; fixtures, \$34,824; shares of stock, \$4,900, in the Utopia Silver Deposit and Novelty Co.; \$4,550 life insurance on the life of A. S. Higgins, pledged; autos and trucks, \$1,758; horse, \$310, and cash, \$664. Among the creditors are A. S. Higgins, \$68,823; estate of B. B. Higgins, \$151,419; Higgins & Seiter, old firm, \$51,101; John R. Munn, \$26,042; City National Bank, \$10,000; New Netherland Bank, \$4,750; L. Bernard & Co., \$10,479; Vogt & Dose, \$9,259; Bryce Bros. Co., Mount Pleasant, Pa., \$6,635, and Frank Presbrey Co., \$4,455. Higgins & Seiter is incorporated for \$250,000 and its officers are: Arthur S. Higgins, president; Clifton Allen, vice president; William Santhes, secretary; Directors: A. S. Higgins, Clifton Allen, A. Jocelyn, and H. McGrath. For many years they conducted a chinaware and glass store at Sixth Avenue and Twenty-second Street, but a few years ago, when the large department stores and other business houses began to move from that section uptown, Higgins & Seiter followed. In 1912 the corporation moved to 9 and 11 East Thirty-seventh Street, where it occupied in addition to four entire floors of one building two floors of a loft in the rear.

* * *

The Farrell Dry Goods Co., a newly formed corporation, of Farrell, Pa., will operate a department store in that place as soon as a suitable building can be erected. The new firm has contracted for a three story building on a prominent corner location. It will have a frontage of one hundred and ten feet and will be one hundred feet deep. Particular attention will

be paid to the display window arrangement and the very latest merchandising fixtures will be installed. They will operate a fair sized china and glass department on the third floor in conjunction with the housefurnishings. H. S. Bovard is present of the new company; S. H. Kusminsky, secretary and general manager; and F. S. Fish, treasurer.

The Rogers China Company, Chicago, Ill., has incorporated with a capital stock of \$20,000 with Edward Rogers, Irene W. Rogers and H. A. Grebing, incorporators. The company deals in crockery and glassware.

SIEGEL CRASH STARTED GREENHUT TROUBLES

CAPT. J. B. GREENHUT, president of the failed J. B. Greenhut Company, testifying recently before Banking Referee Olney, blamed his business troubles to the Siegel private bank crash. He said that on January 1, 1914, his banking business had \$4,500,000 deposits from 60,000 customers.

"We never had the slightest difficulty," Capt. Greenhut said, "until the failure of Henry Siegel & Co. Then the fact that the name Siegel appeared in our corporate name of Greenhut, Siegel-Cooper Company started a run on the bank. I borrowed money personally. I had a pride and feeling in it, and I made up my mind the depositors would be paid if it took my last cent.

"I had a hard time raising money, but I told bankers with whom we did business they must supply the money or the whole concern would fail. I finally got it by putting my personal indorsement on the company's notes."

"Did any of the partners in the banking firm borrow money from it?" he was asked.

"Henry Siegel did, and so did William H. and Charles Cooper. I never borrowed a dollar personally nor did any member of my family."

The assets of J. B. Greenhut Company are worth \$18,179,964, and liabilities, exclusive of future claims for damages on contracts or for rentals under unexpired leases, total \$12,703,364, according to the report of the receivers filed recently in the United States District Court.

From the time of taking charge of the company's affairs on April 9 until April 29, they reported, the receivers' sales have amounted to \$802,508. The receivers have reduced salaries over \$200,000 a year and have saved about \$5,000 by taking advantage of discounts.

CARL HOFFMAN GOES WITH W. M. WHITNEY & CO.

CARL HOFFMAN, for some time past in charge of the china, glass and kindred departments for the H. A. Meldrum Co., Buffalo, N. Y., tendered his resignation to that firm last week and has assumed charge of the china, glass and housefurnishing departments

of W. M. Whitney & Co., Albany, N. Y., succeeding Ernest H. Wade, who resigned recently to go into the hotel supply business in that city. Mr. Hoffman is a man of wide experience and previous to his connection with the Meldrum Co. was with Kinny & Levan Co. and the May Company, Cleveland, Ohio.

CERAMIC TREASURE SINKS WITH LUSITANIA

WHEN the S. S. Lusitania was sunk off the coast of Ireland recently by a German submarine she carried with her one of the richest porcelains from the Morgan collection. The lost piece was a Chinese vase valued at \$15,000 and was the property of the Duveens, New York, and en route to Europe in charge of Frank Partridge for a customer of the big art concern. Partridge, fortunately, was saved.

GOVERNMENT ISSUES VALUABLE TRADE GUIDE

AMERICAN manufacturers and producers in all lines will find the recently published booklet, "Trade of the U. S. with other American Countries, 1913-1914" a guide of great practical value in determining the kinds, quantities, and values of merchandise exported from the United States to each country of the Western Hemisphere during the fiscal years 1913 and 1914.

The aggregate value of our exports to all American countries in the fiscal year 1914 was \$653,000,000, \$528,500,000 going to North American and \$124,500,000 to South American countries. Canada buys more goods from us than all other countries of the New World combined, her purchases totaling \$345,000,000. Cuba, our second largest American market, bought \$69,000,000 worth of our products; Argentina, third in rank, \$45,000,000; Mexico, \$39,000,000; Brazil, \$30,000,000; Panama, \$23,000,000, and Chile, \$17,000,000, in round terms; while all other American countries bought our products to the value of \$85,000,000 in the fiscal year 1914.

Of equal interest to those seeking information regarding sources of our imported raw materials and foodstuffs is the section of the book which shows the various classes of merchandise sent to our ports by the countries in question.

"Miscellaneous Series No. 23," the official designation of the booklet, will be sold by the Superintendent of Documents, Washington, and by branch offices of the Bureau of Foreign and Domestic Commerce at New York, Boston, Chicago, St. Louis, New Orleans, Atlanta, San Francisco, and Seattle, at the nominal price of 20 cents per copy.

Instead of wasting time wondering what Parcels Post will do to you, spend it is discovering what you can do to make it serve you when it comes.

A poor ad in a good medium is money wasted. A good ad in a poor medium will produce some results.

Among the Glass Houses

A PAGE OF SHORT NOTES OF HAPPENINGS IN THE GLASS TRADE NEW CONCERNS AND CHANGES IN THE OLD.

JOHNSTOWN, Pa.—The Ackley Cut Glass Co., located on West Front Street, this city, have increased their working capacity by the erection of a new building 40 by 136 feet. It is estimated the cost of construction will reach \$10,000. When completed the factory will have accommodations for 135 workmen, with the capacity of about \$500 worth of cut glass a day.

* * *

Bridgeton, N. J.—The Acme Cut Glass Co. has been incorporated under the laws of the State of New Jersey with a capital stock of \$10,000. They will manufacture a general line of cut glass. The incorporators are Robert Rocap, Charles Link and George Link.

* * *

Pittsburgh, Pa.—The Allen Cut Glass Company have completed plans for an extension of their business which will include the erection of a large and modern factory building near Messenger and Horner Streets. The construction work will be started immediately and it is hoped the building will be ready for their occupancy about July 15.

* * *

Moundsville, W. Va.—Building will start on the proposed new plant of the Mound City Cut Glass Co., Moundsville, W. Va., in about 10 days, it is said on good authority, if negotiations now under way are brought to a favorable termination. A site for the new plant has been donated by the city of Moundsville, and the sale of stock is progressing encouragingly, \$20,000 or more having already been disposed of. T. J. Sullivan, of the Mound City Cut Glass Co., is at the head of the new company. It is proposed to erect a plant containing a 70-ton continuous tank for the manufacture of lantern globes, shades, globes and chimneys, and the general line of cut ware now put out by the Mound City concern.

* * *

Findlay, Ohio.—W. W. Findley and F. A. Oles have formed a partnership and opened a retail and wholesale crystal shop at 348 North Main Street, this city. They will make a specialty of light cuttings and have installed two frames. Both of the firm were formerly connected with The Findlay Cut Glass Co., of this city.

* * *

Chicago, Ill.—The stock of the bankrupt Koch Cut Glass Co. was recently sold at auction by the receiver. The sale of the factory at auction which was to have taken place at Elgin the following day, did not occur as the highest bid was only \$1,200. This was considered too low and the sale was, therefore, postponed

until a larger bid is received. Edward J. Koch, former president of the Koch Cut Glass Co., has engaged in business at 6 East Lake St., as a factory agent.

* * *

Chicago, Ill.—The Chicago Cut Glass Co. of which Frank F. Tinker is president, has moved from Clinton and Jackson Streets to larger quarters at Van Buren and Clinton Streets. At the new location there are 105 frames, this is a large increase, for at the old stand only 41 frames were utilized.

EXPERTS LOCATE POTASH IN NEVADA

IN searching for a domestic source of potash in the United States the Geological Survey has explored more or less thoroughly a number of the desert basins in the West. Among the regions investigated is the mud flat known as Columbus Marsh, which lies midway between Reno and Tonopah, Nev., and has an area of about 35 square miles. Nine shallow wells have been sunk in this marsh and the borings and waters have been examined for potash. Though commercial quantities of potash were not found and no saline beds were encountered the data obtained in the exploration, like much of the survey work, have a scientific value. A more extensive chemical study has been made of the muds from one of the wells, and the results are given in a recent survey publication—"Composition of muds from Columbus Marsh, Nev."—issued as Professional Paper 95—A. This report shows that the muds contain a high percentage of potassium, only a small part of which, however, is soluble in water. The results of the chemical study indicate further that a large part of the potassium in the muds has been absorbed from solution and is held in a loosely combined form. This condition may account for the apparent disappearance of the potassium from the salines of the desert-basin region, and should have a bearing on future exploration for potash.

Some merchants say they can't afford to do business on a "Money back if you want it" basis. Really—they can't afford *not* to.

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REMOVING SCRATCHES FROM PLATE GLASS

SURFACE scratches on plate-glass may be removed or polished out by rubbing the surface with a soft leather pad and rouge. Make the rouge into a paste and apply to the glass and well polish. To clean marble floors use a paste composed of ordinary soda and finely-powdered chalk and pumice, mixed in the proportions of two of the former to one each of the latter in water, and well rub over the surface, and clean off with soft soap and hot water. All stains that are not removed by this paste should be touched up and removed by potash and lime or nitric acid; one of acid to 40 of water. After treatment it is essential that the work should be thoroughly washed with several changes of clean water. The wood floor should be washed over with a solution of pearlash and then well scrubbed with soap and water, while all the places that cannot be removed by this agent should be treated with chloride of lime just sprinkled over and then thoroughly washed off.

ANTIQUE FAIENCE GOBLET SELLS FOR \$4000

TRUELY remarkable prices were realized at a recent Parisian auction sale of pottery, enamels and ivories when collectors spiritedly competed for prized pieces of Damas faience, consequently raising prices to the top notch. The highest price of the sale, in this class of goods, was \$4,000, which was paid for a large goblet in antique Damas faience, the whole surface ornamented with hyacinths on the stem and carnations, sweetpeas and variegated tulips on a white ground. Only \$200 less was paid for a plate thirty-six centimeters in diameter, also in antique Damas faience, decorated in dark blue, pale blue and green. The same price (\$3,800) was paid for another plate, in antique Persian faience, decorated with tiny flowers, bunches of leaves and fruits, all in black on a turquoise blue ground.

A large bottle case in antique Damas faience brought \$3,750, its decoration consisting of small turquoise blue vases, with branches of white flowers and gray-blue tulips. The neck, in copper repousse, was much admired.

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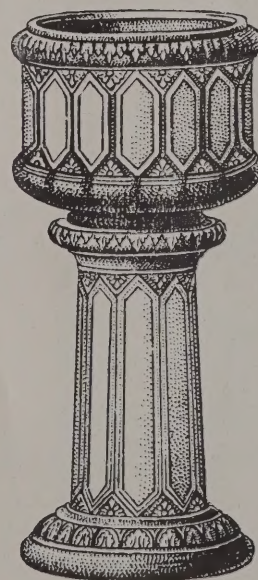
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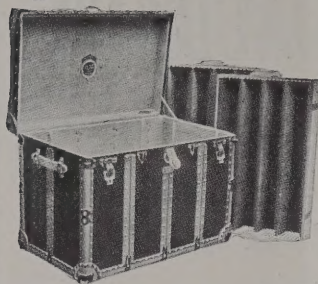
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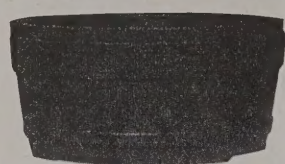
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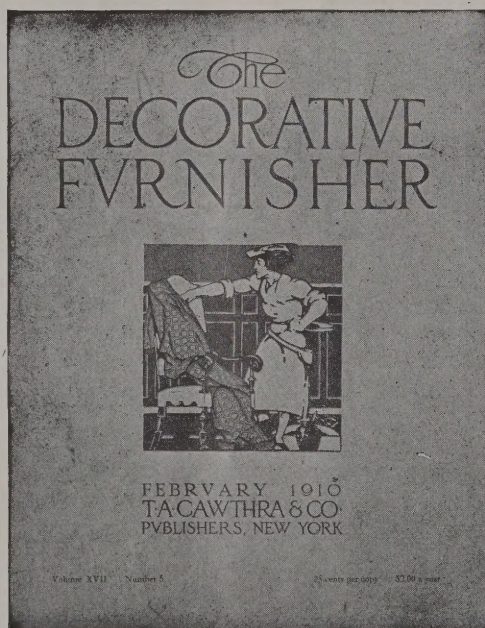
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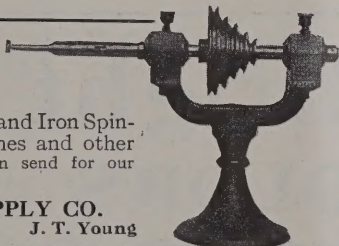
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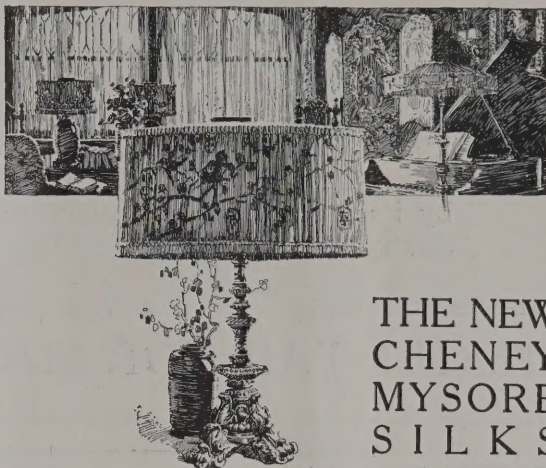
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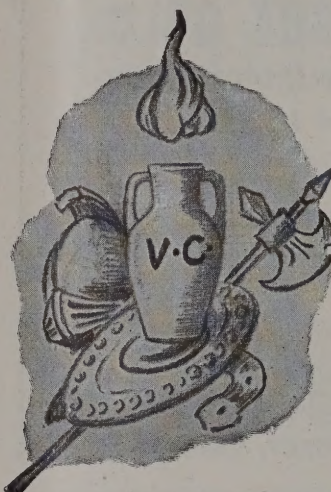
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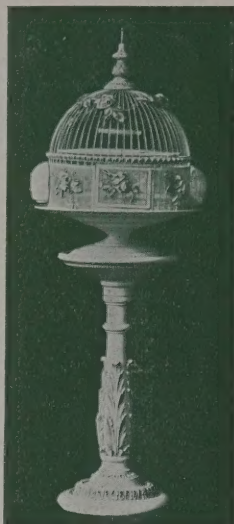
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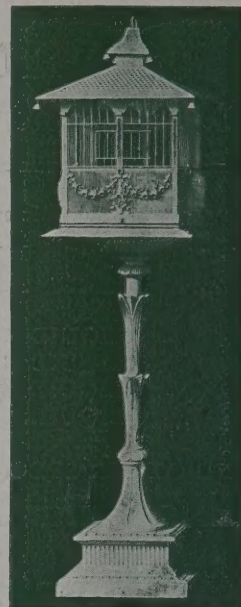


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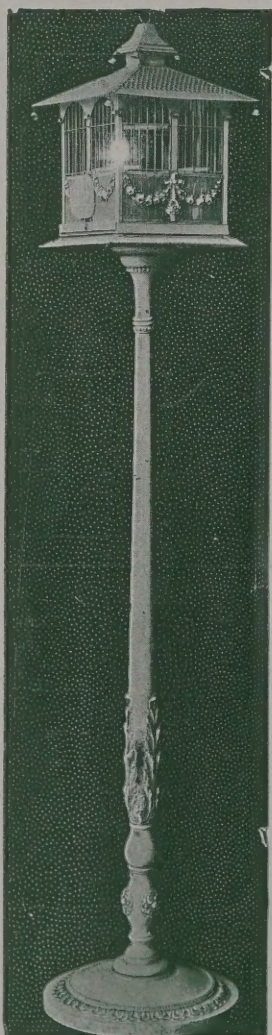
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